

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BTM1814 ICT FOR MANAGERS

(All sections / Groups)

7th OCTOBER 2016

09.00 – 11.00 am.

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages (including Header Page).
2. This question paper consists of **FIVE (5)** essay questions.
3. Please answer all questions.
4. Please write your answer in answer booklet.

QUESTION 1

Explain the following terms and give examples of their applications where appropriate.

- a. Augmented Reality (5 marks)
- b. Data Mining (5 marks)
- c. VOIP (5 marks)
- d. Social Networking Business (5 marks)

(Total 20 marks)

QUESTION 2

Explain the following terms, giving examples where appropriate:

- a. IOS Operating System (5 marks)
- b. Google Glass (5 marks)
- c. Computer Worm (5 marks)
- d. Authentication (5 marks)

(Total 20 marks)

Continue ...

QUESTION 3

Existing taxi businesses are disrupted by new startup such as Grabtaxi and Uber. These new startups are often driven by new technologies which are considered to be disruptive.

- a) Why are such technologies considered to be disruptive? (5 marks)
- b) Apart from the taxi business, what other businesses are affected by disruptive technologies? Give **TWO (2)** specific examples of the disruptive technology and the businesses they disrupt and reasons for the disruption. (10 marks)
- c) Give **TWO (2)** ways that existing companies can do in order to reduce the impact of disruptive technologies. (5 marks)

(Total 20 marks)

QUESTION 4

Cold Storage is interested to adopt some of the latest technologies for their supermarket business. Explain **at least FOUR (4)** latest technologies and give specific examples how **each** of these technologies can help in the supermarket business.

(Total 20 marks)

QUESTION 5

- a) What is an ERP system? (5 marks)
- b) Why are ERP systems important? (5 marks)
- c) Explain **at least THREE (3)** key challenges of ERP implementation (10 marks)

(Total 20 marks)

END OF PAPER